Modernizing Mercedes-Benz Egypt On-Prem Infrastructure and Applications on Azure

Mercedes-Benz, the global vehicle manufacturer, is known for outstanding contributions to the IT field. With its recent announcement of a new generation of application-based products and services to seamlessly reshape the customer experience, Mercedes-Benz Egypt needed to reexamine its digital touchpoints and internal systems. After deep monitoring and analysis of its IT infrastructure and running operations, Mercedes-Benz Egypt entrusted Link Development to lead the journey from refreshing its portal to moving on-prem solutions to Azure as a cost-effective path to higher performance, increased scalability, and improved flexibility.

Customer	Mercedes-Benz Egypt
Industry	Automotive
Solution	Mercedes PaaS on Azure
Technology	Azure, Open Source

Mercedes-Benz, Over 100 Years of Automotive Excellence

Mercedes-Benz is a German automobile giant and a division of Daimler AG. The brand is known for luxury vehicles, buses, coaches, and trucks. Founded in 1926 as Daimler-Benz, the company is head-quartered in Stuttgart, Baden-Württemberg. In 2018, Mercedes-Benz was the biggest selling premium vehicle brand in the world, selling 2.31 million passenger cars.

Modernization and a Promising Partnership

Mercedes-Benz Egypt partnered with Link Development to digitally transform its business and better serve its customers. Mercedes-Benz Egypt needed to capitalize on the merits of cloud computing and recraft its customer-facing portal while providing powerful back-end management.

Applications needed to be modernized and refreshed in order to leverage the benefits of PaaS features (app services and Azure SQL) on Azure.

Online Portal UI, Security, and Accessibility

Link Development delivered a comprehensive solution, including a robust online portal that provides a new, visually appealing interface for Mercedes-Benz Egypt customers. To create unique and consistent experiences, Link Development made creative use of web technologies, being mindful not to jeopardize portal visitors' time or privacy.

Authentication processes were implemented carefully to ensure secure access to the system and to provide coherent security management across the whole portal platform with a consistent, role-based user interface and object model for assigning permissions on objects. This approach made it easier to manage user rights and group rights throughout the system.

The portal provides security for websites, lists, folders, and items by determining which users can perform specific actions on a given object. This authorization process assumes that the user has already been authenticated, or identified, by the portal.

A Unified Automotive Services Catalog and a Service Price Calculator

A team of technical geeks at Link Development implemented a unified services catalog to enable portal users as well as service price calculator applicants to obtain the total price of selected automotive services in five steps. The service price calculator uses multiple attributes defined by the applicant, including service contract type, contract period, and mileage.

The service price calculator enables portal users to choose from the Routine Service and Routine Service Plus contracts and to buy additional years of warranty coverage. Providing customers with costs and contract terms in advance of their automotive service visits eliminates confusion and saves time at the repair facility.

Powerful Back End for Management and Configuration

The robust online portal designed by Link Development allows permitted representatives from Mercedes-Benz Egypt to access the portal's back end and perform needed operations to support the functionality of the front end portal features.

Authorized portal administrators are privileged to have full control over the following:

- Service catalog information
- Service category settings
- Car model and type
- Mileage
- Contract period
- Mercedes-Benz authorized dealers and locations
- Importing of services price list
- Tracking history of submitted requests

The Journey from On-Prem Software to Cloud Computing

In order to benefit from the PaaS features (app services and Azure SQL) on Azure, Mercedes-Benz Egypt needed to modernize its applications.

Technical help and comprehensive software solutions from Link Development yielded an immediate return on investment for Mercedes-Benz Egypt and vastly improved the customer experience of arranging and paying for automotive care.

The Benefits

- High-performance, modernized infrastructure and applications

- Overall cost reduction

- Better agility and scalability

- Improved security

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